



# DEALER NEWS

JULY/AUGUST 1988

## Atari Computers Reach for CAD Markets

Atari can provide an affordable computing solution for almost any application. With the advent of personal computer-based software for computer-aided design and drafting, the Atari has an opportunity to rise to the top in engineering and architectural design and drafting. Atari dealers should take a look at the potential for growth in the CAD world.

Previously, most CAD systems have been sold through specialty dealers with a highly technical orientation. However, because of the Atari's low cost and ease-of-use, the Atari computer dealer provides an ideal environment for CAD

sales. The dealer can easily demonstrate and sell available low-end packages, and receive training or use specialists to understand high-end systems.

The number of computer-aided design and drafting (CAD) software packages available for the Atari MEGA and ST is steadily growing. From 2D drafting to true 3D solid modeling, there is software available for every level of expertise and application. High-quality dot-matrix and laser printers can be used with an Atari CAD package, as well as any of the popular plotters available. Most software is compatible with the DXF file format used by

AutoCAD and VersaCAD.

Atari computers also provide hardware features important to CAD users: the easy-to-use GEM graphical interface, mouse, and high-resolution monochrome monitor are all already part of an Atari system. The Atari ST offers up to one megabyte of memory, and the Atari MEGA offers two or four megabytes. In the future, a math coprocessor and large monitor will become available for use with the Atari. Compared to Apple or IBM-based systems, Atari offers the same capabilities with more power for a significantly lower price.

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## Atari Forms Dealer Council

Atari has established a Dealer Council, which first met June 13 at company headquarters in Sunnyvale, CA. "This is our first attempt at bringing dealers closer to us," said Sam Tramiel at the meeting of Atari executives and dealer representatives from each U.S. sales region. "In Europe, dealers meet every quarter. This will be the first such meeting for us here."

Augie Liguori, Atari vice president, opened the meeting, welcoming owners and managers from fifteen dealerships. Liguori emphasized that the purpose of the Dealer Council is to establish and open communications between dealers and Atari, increasing sales through dealer support.

Tramiel gave the first presentation of the morning, noting the settlement the previous week of Atari's suit against chip supplier Micron Techno-

logy, and that DRAM shortages appeared to be lessening. He spoke of Atari's plan to make a slow, but steady, attack on the U.S., the #1 computer market in the world. He also outlined Atari's plans for new products to be introduced in the next year, emphasizing that Atari will continue the 520 and 1040ST product lines.

Several Atari Computer executives were introduced at the meeting. Augie Liguori runs the division as vice president. Sig Hartmann is president of software. Joe Ferrari works with third-party developers in strategic markets. Atari is expanding its marketing management team and sales force. (See elsewhere in this issue to meet Mike Dendo, new vice president of sales at Atari Computer.)

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## Double Dealer News This Month!

This issue of the Atari Dealer News combines the months of July and August. Exploring CAD markets for Atari dealers, as well as available educational software, this newsletter offers even more news and information. Continue to look for the Atari Dealer News on a monthly basis.

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# Service Notes: The Whole Unit Exchange Program

The Whole Unit Exchange Program gives dealers with limited technical resources the opportunity to provide customers with a full service program, as well as the ability to produce additional revenues. For a reasonable fee, dealers and customers can exchange any Atari product for a working replacement, which is fully covered by Atari's 90-day warranty.

In order for the Exchange Program to work most efficiently for the dealer, service personnel need to perform basic diagnostic tests. When first approached with a non-functioning machine, the dealer should confirm the customer's report of failure. Then take 5-10 minutes to attempt to identify and/or fix the problem. Check the power supply, controllers, switch box, cables and connections. Problems with these external items account for about 25-50 percent of the units received at the typical dealer service center.

If the problem appears to be within the main assembly, the dealer may choose to look further to find a faulty subassembly or defective component, or exchange the entire unit with Atari. Most dealers should invest another 10-15 minutes in finding the faulty subassembly or mechanism. (This is assuming that the model is also covered by the Subassembly Exchange Program). If the problem still cannot be easily located and corrected, the final alternative is the Whole Unit Exchange.

Before shipping, reassemble the unit. Insure that all standard accessories are included (power supply, controllers, joysticks, switch boxes, and cables). Remove any third-party after-market items such as memory expansions or super boards, etc. Pack the unit securely and ship to Atari CPS, 360 Caribbean Drive Door 4E, Sunnyvale, CA 94089. Payment for exchange should be enclosed with the product.

For a complete list of current exchange prices, see EXCHANGE.888

on the Dealer Service BBS. A few sample prices appear below.

|            |                      |
|------------|----------------------|
| Games:     | 2600 = \$25.00       |
|            | 5200 = \$45.00       |
|            | 7800 = \$45.00       |
| Computers: | 130XE = \$65.00      |
|            | 520ST/STM = \$95.00  |
|            | Mega 2 = \$175.00    |
| Monitors:  | SM124 = \$60.00      |
|            | SC1224 = \$95.00     |
| Drives:    | SF354 = \$75.00      |
|            | SF314 = \$90.00      |
|            | 1050/XF551 = \$75.00 |

Prices are for exchange of units with normal failures that are returned to Atari complete. Prices quoted include normal return freight (surface). There is a \$15.00 surcharge per unit for shipment to Alaska or Hawaii. *It is Atari policy that a product that has been misused, modified or otherwise damaged will not be accepted for exchange.* These units will be immediately returned to the sender, as is.

Atari charges an additional fee for all missing standard accessories not returned with the product under the Exchange Program. Products will be disposed of if any charge is outstanding 30 days after notification.

Whole unit exchange is provided directly to customers at these same prices. However, dealers can provide better customer support and satisfaction, in addition to producing additional revenues, by participating in the repair and exchange of products.

Dealers can charge a flat fee for computer repair. Dealers may exchange at cost the few machines that are found to be irreparable, and make significant margins on those machines requiring only minor work. In most cases, a computer can be repaired by dealer service personnel at the component or subassembly level for 25-50 percent less than the whole unit exchange cost. Shipping and handling fees can make Atari's exchange

program even more attractive to dealers.

The following figures illustrate consumer costs and dealer profits on product exchange and repair.

## Typical repairs:

|                          |          |
|--------------------------|----------|
| 1040STF with bad drive:  |          |
| Whole Unit Exchange..... | \$125.00 |
| Shipping/Handling.....   | \$15.00  |
| Total: .....             | \$140.00 |
| Drive Mech Exchange..... | \$60.00  |
| Labor.....               | \$27.50  |
| Shipping/Handling.....   | \$5.00   |
| Total: .....             | \$92.50  |

|                              |                   |
|------------------------------|-------------------|
| Profit at Whole Unit Pricing |                   |
| .....                        | \$32.50 - \$47.50 |

## 520STM with bad power supply:

|                          |          |
|--------------------------|----------|
| Whole Unit Exchange..... | \$95.00  |
| Shipping/Handling.....   | \$15.00  |
| Total: .....             | \$110.00 |
| Replmt Power Supply..... | \$35.00  |
| Labor.....               | \$15.00  |
| Shipping/Handling.....   | \$3.00   |
| Total: .....             | \$53.00  |

|                              |                   |
|------------------------------|-------------------|
| Profit at Whole Unit Pricing |                   |
| .....                        | \$38.00 - \$57.00 |

The Whole Unit Exchange Program is a good opportunity for both user and dealer. Atari wants to insure customer satisfaction and dealer participation. For the Whole Unit Exchange program to continue, dealers must remember that every unit must be returned with all standard accessories. A significant charge will be levied for missing items or unusual abuse or damage. A check for the cost of each exchange must accompany the product. And remember, most units DO NOT require whole unit replacement.

If there are any questions about this program or you want to check on current pricing please contact us through the Dealer Service BBS or by phone at (408) 745-2466.

## Sam Tramiel Goes Online

Sam Tramiel, president of Atari Corporation, left a message to all Atari User Groups and Enthusiasts on GENIE last month. In the note, Tramiel discussed two issues of interest to dealers.

"The DRAM shortage is still with us," said Tramiel, "And it is inhibiting our distribution in the U.S. We hope this will get better in the fourth quarter of '88. In the meantime, we will continue to support Atari Computer presence in the U.S. We will advertise this fall to keep our presence in the U.S."

"I ask all of you two things: first, please do not pirate software. Talk your friends out of it also. The software community is suffering and complaining, please police pirating so Atari software companies can thrive. The other favor I ask of you is to be the evangelists of the Atari world. Tell your friends, associates, teachers, etc., how great the XE/XL and ST are."

"Let's work together to make the Atari machines a standard in the U.S."

As a service to Atari users, dealers, and developers, a calendar of local and national events will be compiled. Announcements of such events should be sent--as early as possible--to Elizabeth Shook at Atari Corporation, 1196 Borregas, Sunnyvale, CA 94086. Or call Cindy Claveran at (408) 745-2568. Be sure to always include the name and number of a contact person to call for more information.

### AUGUST

**20-21:** Ohio. Computerfest with participation by MVACE and others, Hara Arena, Dayton, OH. Bruce Hansford, chairman (513) 439-1993.

**18-21:** Wisconsin. National games show, GenCon, with participation by

## Mike Dendo Joins Atari

Mike Dendo joined Atari Computer in Sunnyvale last month as Vice President, Sales. Dendo is responsible for distribution and sales of computers in the U.S. marketplace, and reports to Augie Liguori.

"We're going to continue to emphasize support to dealers," said Dendo, "as well as coverage in strategic markets." Atari intends to continue building a foundation in music and education. "My short term plan is very simple," said Dendo. "Give the best possible support to the dealer base and ensure that dealers and Atari have successful fall and winter seasons. In the long term, we will build a solid network of dealers to allow Atari to hit the marketplace at a fast pace as we introduce new products." Atari will also concentrate on upgrading dealer capabilities. "Within the guidelines of product availability and dealer coverage, we will do advertising and promotion."

Dendo formerly was a sales executive for Star Micronics, a manufacturer of computer printers.



*Mike Dendo*

## Calendar

MilAtari (Milwaukee). Bruce Welsch, president, (414) 774-5253.

### SEPTEMBER

**10:** Georgia. Computer show, Houston Mall, Warner Robins, GA. Atari and IBM compatibles. Contact Peter Miller, MiddleGeorgia Atari UG, (912) 922-5666.

**15-17:** California. Seybold Desktop Publishing Exposition, Santa Clara Convention Center, Santa Clara, California. For more information, call Seybold Seminars, (213) 457-5850.

**16-17:** California. Southern California Atari Computer Faire, Version 3.0., Glendale Civic Auditorium, Glendale, CA. Produced by ACENET, a group of 22 computer clubs, including HACKS. Space

for 80 exhibitors, over 5000 attendees expected. John King Tarpinian, president, (818) 760-1831.

### OCTOBER

**1-2:** Washington, D.C. WAACE AtariFest, Fairfax High School, Fairfax Virginia. Gary Purinton, chairman, (703) 476-8391.

**15-16:** California. Atari Expo, San Jose Convention Center. Bob Barton, president, (408) 352-0152.

### NOVEMBER

**14-18:** Nevada. Comdex '88, Las Vegas. Atari has reserved the Gold Room for its booth. Write the Registration Department, Comdex Fall, 300 First Avenue, Needham, MA 02194.

# Low-cost Atari Training Videos Available

Training videotapes for the Atari are now available. Instructional video tapes on the ST, Dr. T's Music Software, and Midisoft Studio are available at retail or wholesale prices through Video-SIG, a subsidiary of PC-SIG.

The video "The Amazing Atari ST" has generated a lot of positive response, according to Video-SIG's recent customer satisfaction survey. "Before you buy a personal computer," reads the catalog entry, "you owe it to yourself to buy this tape." The tape lasts 57 minutes, and discusses the GEM desk-

top, many ST applications, and an overview of word processing.

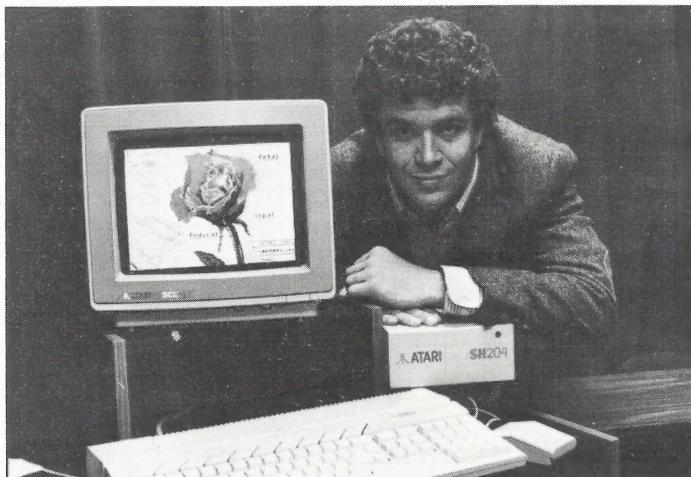
"Dr. T's Music Software" teaches the user how to create multi-instrument arrangements, and learn advanced computer editing of MIDI music in 58 minutes. And "Midisoft Studio" demonstrates this popular music software for the Atari ST in 31 minutes.

Every Video-SIG tape is retail priced at \$14.95. Video-SIG would be happy to work with Atari dealers. Dealer discounts of up to 50 percent are available, and credit can be arranged. Con-

tact Julia Hutton, director of sales, and be sure to mention interest in wholesale prices.

Call toll-free nationwide at (800) 245-6717 or in California at (800) 222-2996. Video-SIG can also be reached in Sunnyvale, CA at (408) 730-9291.

Video-SIG publishes non-theatrical, special interest and informational video tapes, with over 800 titles currently in the expanding library. PC-SIG provides shareware via mail-order to over 100,000 customers.



Chris Billelo of Island Computer in New York narrates "The Amazing Atari ST."



Lou Turner produced "Dr. T's Music Software" and "Midisoft Studio."

## Intersect Announces Revolver

Revolver, the first virtual switcher program for the Atari ST, was released in July by Intersect Software of Sarasota, FL. Revolver can take a program (TOS, GEM, TTP), and stop it at any point then write it to disk, allowing you to continue where you left off at a later time. It does this by taking a picture of the entire computer's memory and saving it as a compressed file on the built-in RAM disk, a floppy disk, or a hard disk. You can also set a timer to save your program at specified intervals, protecting yourself from a possible data disaster. Additional convenient features

such as full disk commands, control panel options, and screen snapshot capability, make Revolver an extremely useful utility.

Revolver is not a desk accessory and is therefore active at all times, even within TOS environments. The "roll out" and "rollin" capabilities supply a much needed convenience to the user allowing him to effectively swap back and forth between applications at any time. Because disk is the storage medium for rolled out programs there is no limit to the number of swapped programs and once rolled out a program can be swapped back in, even after a cold boot.

## Antic Animation Demo

Get the Antic Cybermatation Videotape for instore demos that will draw a crowd. The tape is available to authorized Atari dealers from the Antic Catalog for only \$8.50. Call Ken Warner at (800) 234-7123. The VHS tape contains Atari computer animations and a short tutorial on Antic's Cyber family of graphic and desktop video products.

# CAD Products for Atari Computers

A full range of computer-aided design and drafting products are available for the Atari. More products are under development, some of which will probably support high-end peripherals such as large-screen, high-resolution monitors.

Dealers interested in pursuing the CAD marketplace at a professional level should consider hiring sales representatives with a CAD background.

## FirstCADD

FirstCADD is an entry-level, full-featured 2D drafting and design pack-

age from Generic Software of Redmond, WA.

FirstCADD makes it easy to draw quickly and professionally on the Atari ST. Uses include the production of flow charts, graphs, forms, floor plans, elevations, and product drawings.

FirstCADD uses two letter commands. Drawings are made from a complete set of simple objects, including arcs, polygons, and true B-spline curves, with both point and grid snapping. Objects can be drawn in up to 256 layers and 16 colors. Editing can be done on individual objects or by win-

dowing a section of the drawing. Reusable symbols can be created, and rotated, scaled, or stretched. Text, size, color, and rotation can be specified. Use the font provided or create one. Work in color or monochrome, English or Metric units. Prints with many dot matrix printers.

FirstCADD retails for \$49.95.

## Athena II

Athena II, by Iliad Software of Orem, UT, is an easy-to-use, full-color, 2D CAD program. It can create

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## Inventor Takes Advantage of ST Versatility

Ron G. Young is a retired machine designer in British Columbia, Canada. Now nearing 70 years of age, Ron began working as a draftsman when he was a teenager in England. Using an Atari 1040ST, Ron has designed, drafted, and recently completed a prototype of his own invention, "The Skilful Scull."

Ron's invention is an outboard engine which does not use a propeller, but rather oscillating sculls, moving "almost like a bird flapping its wings,"

says Ron. He is in the process of patenting his device, which he claims is much more efficient than propellers.

Ron believes he couldn't have invented the drive without his Atari 1040ST and Generic Software's FirstCADD product. "It is very difficult to draw gear teeth to scale," said Ron of designing the engine's planetary gears. "On the beautiful paper-white screen of the Atari, I can generate many wheels using a drawing of a single gear tooth."

Ron has also written a book on the development of his machine, using his Atari ST and Soft-Logik's Publishing Partner desktop publishing program. Ron hopes to see his engine manufactured and marketed: he has prepared a report on his Atari ST which is illustrated with Degas Elite.

"I think the 1040 has made all this possible for me," said Ron. "I also highly recommend Generic Software--I've found them a pleasure to work with."

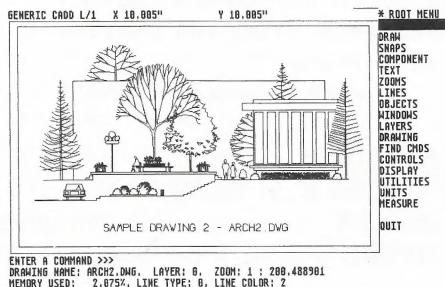


*Ron prepared all of his engineering drawings on a 1040ST.*

# More CAD Products

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accurate, scaled drawing, using a real world system not limited to drawing paper until it is scaled at printing time. "Athena II was created with the



*Generic's FirstCADD*

engineer in mind," said Mike Newson, president. "An engineer can pick the program and begin using it to produce drawings immediately." The program performs similarly to Autodesk's AutoCAD, but without the learning curve.

Athena II offers auto dimensioning, isometric views, 256 layers and 16 colors, B-splines, transformations such as Move, Copy, Rotate, Mirror, and Trim, magnification, grids, text, fill patterns, and basic drawing capabilities. It uses an extreme degree of accuracy in calculations--up to 15 decimal places.

Athena II retails for \$99.95.

## GFA Draft Plus

GFA Draft Plus is a 2D CAD drawing program from Michtron in Pontiac, MI. It can perform many different applications, from the design of electronic circuits to creating architectural plans. The program is known to be extremely user-friendly.

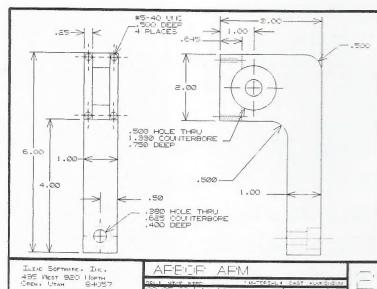
GFA Draft Plus uses a GEM interface, allows drawings of up to 255 layers, three line types, construction lines, and a variable sized grid. Three different text fonts are available, or you may create your own character set. The program includes the normal drawing functions, complex figures, automatic hatching, and scaling in inches, millimeters, or meters. Frequently used drawings can be saved as symbols and used

again. GFA Draft Plus already includes hundreds of architectural, electronic, circuit, flow chart, and other symbols. For more advanced users, a Macro command language is included.

GFA Draft Plus retails for \$159.95.

## Master CAD

Master CAD, developed by I.N.D.I. in Caracas, Venezuela, is also distributed by Michtron. Master CAD is a 3D designer's tool which offers an unlimited number of viewing positions and angles, and the ability to project any 2D image into a 3D image. The user defines two Projection or Limit planes that exist in



*Hilad's Athena II*

the workspace. Any objects drawn in two dimensions are now projected on or between these planes. The user may use all the facilities of the 2D environment, yet create complex 3D objects at the same time.

Master CAD is more than just a representational tool, it is also a system for 3D analysis. The user can move, copy, rotate, and flip any object horizontally or vertically, change their proportions and textures, and export or import them to and from other pictures. The program also offers the ability to generate spun objects around a user-defined axis.

Master CAD retails for \$199.95.

## Drafix

Drafix 1 is produced by Foresight Resources of Lawrence, KS. It offers a graphic user interface, powerful design, drawing, and editing features, unlimited zoom and panning for detail work, flexible automatic dimensioning, and precise

positioning using snap modes and ortho lock. Drafix is a sophisticated program that offers the user the opportunity to do very finite work.

Drawing capabilities can create lines, arcs, ellipses and polygons. Select from 16 pens, 256 layers, 8 line types, 11 fonts, 32 point marker types, 14 cross hatch patterns and solid fill. Editing commands include stretch and shorten, trim, bevel, round and fillet, erase, and unerase. Transform and copy commands allow copying, moving, rotating, and alignment of items. Symbols can be created and stored.

Output is available to printer, plotters, and laser printers. Drafix works with a color or monochrome monitor. The package retails for \$195.

## JILCAD

JILCAD, from JIL Corporation of Sylvania, OH, is actually composed of two independent programs, JILMOD and JILCOMP, which support 3D modelling and 2D drawing composition. These pro-



*Foresight Resource's Drafix*

grams include a 3D wireframe modeller which allows the user to create, view and measure the design in true 3D. JILCAD supports the IGES and DXF formats, and any plotter which uses a standard Hewlett-Packard or Houston Instrument interface.

JILCAD offers an opportunity for VARs to customize the CAD system for a specific environment. The package includes a comprehensive macro language which supports the variety of mathematical, database, and interface

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# CAD Markets and Atari Computers

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From a 2D drawing or drafting program to the high-end packages, the Atari can provide an extremely low-cost engineering workstation for business. An Atari system is perfect for small businesses and home inventors. Engineers widely recognize it as the system of choice for any application. And large corporations are starting to provide employees with Ataris for use as second systems at home. Atari's affordability makes it easy for users to purchase multiple systems--two Atari MEGAs with CAD software can be obtained for the price of one comparable system.

## CAD Products

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commands which are necessary for developing customized interfaces and parametric part creation.

The primary application for JILCAD is mechanical design, but it serves architectural engineers as well. Tool and fixture makers will also find useful features. Because of the complexity of the product, training is available from JILCAD.

The suggested retail price for the component including 3D modelling is \$499.

### DynaCADD

DynaCADD, the professional-level 2D and true 3D CAD and drafting package from ISD Marketing of Markham, Ontario, began shipping in late July. DynaCADD is designed for use by working engineers and architects.

DynaCADD can design, revise, and detail drawing, read and write the industry-standard DXF format, and provide compatibility with Calamus, a desktop publishing package due from ISD later this year. DynaCADD is compatible with a wide variety of output devices, including pen plotters, printers, laser printers, and postscript-driven printers.

DynaCADD carries a suggested retail price of \$695.

Advertisements featuring Dyna-CADD, a new professional-level program from ISD Marketing, have been shown in engineering publications outside the U.S. The U.S. can look forward to a similar advertising campaign.

### Professional Users

Professional-level users of CAD include mechanical and structural engineers, civil engineers, HVAC (heating, ventilation, and air conditioning) engineers, electrical engineers, architects, landscape architects, and interior designers. Each professional field has a different set of needs and requirements for computer-aided design.

Dr. William Coan is a hearing and vision specialist and professor who now invents biomedical equipment for his own company, Scibec Corporation. Coan designed and built the Auto-Perimeter, an extremely sophisticated testing system for optometrists and ophthalmologists, using an Atari CAD system. Distributed by Marco Equipment of Jacksonville, FL, the Auto-Perimeter is also based on the Atari ST.

Dr. Coan's says he does all of his work on an Atari. "CAD is the most valuable tool I've got," he said of his designs. He uses a variety of drafting packages. His primary application is electronics, the design and drawing of circuits: Dr. Coan even uses his printout to produce the final etched circuit board.

Coan recommends that dealers show customers the ease-of-use to most CAD packages. The packages offer different levels of capability and sophistication, to which the dealer must be able to match the user's needs and abilities. Users would often be better off purchasing a less expensive solution that lacks sophistication but is easier to use, than an expensive packages they may never use. The cheaper product is more expendable if it fails to meet user expectations.

"Users need different tools for different problems," said Coan. "With power comes responsibility." Each CAD

package available meets the needs of a specific segment of the market.

### CAD Features

For the engineering professional, there are three basic levels of CAD usage. To provide a guide, the key features for each level are noted here.

#### Basic Drafting (2D)

- able to drive printer/plotter, A-D (most popular formats: Hewlett-Packard, Houston Instruments)
- automatic dimensioning
- English and Metric units of measure
- variable line types and thicknesses
- ellipses, circles, and spline
- zoom
- rotation
- single and double arrows
- baseline and series
- radii
- layering
- compatible with stylus and tablet or digitizer
- modular plot program
- adjustable grid
- symbol capability
- supports both DXF and IGES format
- color and black/white capability

#### 3D Design and Solids Modeling

The features listed above, plus:

- wireframe diagrams with double precision floating point (accuracy to twelve decimal places)
- multiple views (top, front, right, isometric)
- displays axes
- mouse/menu or keyboard command interface -- not mouse only
- no limit to points
- geometric characteristics
- Boolean operations
- specify orientation of axes
- specify working plane
- hidden line removal

#### Stress Analysis

Stress analysis is composed of all CAD features in addition to finite element analysis (FEA). This high-level capability is just now reaching the PC-CAD marketplace, and is not currently available on any Atari system.

# Atari Forms Dealer Council

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## Market Development

At the meeting, Liguori reminded dealers that mass distributors have been eliminated for Atari Computers. Atari is concentrating on market development, and focusing its resources on dealerships in order to build a presence in the marketplace. As distribution increases, Atari is planning heavy investment in regional advertising.

Dealer Council members presented successful marketing techniques. To maintain their own market base, many dealers produce a mailing list of all customers. Some send out monthly or quarterly newsletters, showcasing new products. These techniques help maintain repeat sales and a satisfied customer base.

Dealers also participate in local business shows, or offer a line of credit to

their customers. Listings of local businesses are available from Dunn & Bradstreet.

Dealers have the opportunity to purchase commercial time on local broadcast and cable TV. A 520ST ad, made in the U.K. and redubbed for American audiences, is available to all dealers. Talk to Mike Dendo at Atari for details.

## Outside Sales

To help Atari do its part in building public awareness, Liguori is asking all dealers who have sold to institutions or corporations, such as school districts or Fortune 500 companies, to report it. News of these sales on a national level can help to build name recognition and better Atari's image.

Currently, all Fortune 500 sales are made through dealers. However, Atari can provide dealers with valuable help.

If you need assistance in making a presentation to a large account, call your district manager.

## New Newsletter

The Atari Dealer News is Atari's direct link with every dealer. Send suggestions and stories to Elizabeth Shook, newsletter editor. Atari wants to publish news about successful sales, forays into new markets, best-selling products, and different promotional ideas. Something that works for you might work for someone else even better! Through vehicles like the newsletter and the Dealer Council, dealers can create a united effort to build product recognition and market confidence.

For more information, contact your district manager or the Council representative in your area.

## Dealer Council Members

**Tom Graziano**  
Compuclub/Disk 'n Data  
187 Oaks Road  
Framingham MA 01701  
(617) 879- 5232

**Alan Rowoth**  
Software City  
2848 Erie Blvd., Bldg. C  
Syracuse, NY 13224  
(315) 446-5321

**Gary McCallister**  
IB Computers  
1519 SW Marlow Avenue  
Portland, OR 97225  
(503) 297-8425

**Jack Parish**  
Center for Computer Resources  
3895 W. 12 Mile  
Berkley, MI 48072  
(313) 547-5540

**Bret Cramer**  
The Computer Room  
981 W. Commercial Blvd.  
Fort Lauderdale, FL 33309  
(305) 771-9035

**Bob Morgan**  
Morgan's Computers  
543 Clairton Blvd.  
Pittsburgh, PA 15236  
(412) 653-6150

**Phil Michaelson**  
Horizon Computers  
695 S. Colorado Blvd., Suite 10  
Denver, CO 80224  
(303) 777-8080

**Mike Newson**  
Lloyd's Computers  
C-55 University Mall  
Orem, UT 84058  
(801) 225-5751

**Chris Billelo**  
Island Software & Computers  
35 Middle Country Road  
Coram, NY 11727  
(516) 736-1001

**Jerry Rush**  
Compute or Play  
1002 Fiesta Mall  
Mesa, AZ 85202  
(602) 969-2553

**Andy Jong**  
Winner's Circle Systems  
2618 Telegraph Avenue  
Berkeley, CA 94705  
(415) 845-4811

**Mark Daldorf**  
San Jose Computers  
Sunrise Plaza, 640 Blossom Hill  
San Jose, CA 95123  
(408) 224-8575

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# Atari Wins at Summer CES

Atari Corporation made a big splash at this year's Consumer Electronics Show, held in Chicago, June 4-7.

Atari's video games division occupied most of the booth, but the ST section also offered a "Winning Package," concentrating on MIDI applications. "Atari and you make beautiful music together with ST Computers," the exhibit proclaimed. "ST Computers - the new standard in keyboard instruments." Atari also emphasized its role as the choice of professional musicians. Featured at the exhibit were stories on the Pointer Sisters, Oscar Peterson, and Mick Fleetwood of Fleetwood Mac.

The Atari XE video game system was recognized for excellence in design and engineering at the Innovations '88 competition held in conjunction with CES. Designed by Ira Velinsky, Atari director of industrial design, the XE system was the only video game hardware product to be honored.

Crack'ed and Atari Planetarium for the ST also received awards for originality and innovation in programming. A total of nine Atari game titles were recognized, the most from any one company. The other games were: XE Into

the Eagles' Nest, Mario Bros., and Thunderfox; 7800 Hat Trick and Impossible Mission, and 2600 Super Football.



Hybrid Arts president Frank Foster and Atari president Sam Tramiel at CES in June.

## Atari Shareholders Meet

"Atari's market is personal computers," said Jack Tramiel at Atari's annual shareholder's meeting. "We are selling to individuals, not businesses." Jack Tramiel, chairman and CEO of Atari Corporation, spoke at the annual meeting held May 17. The meeting, which also featured statements by Sam Tramiel, president, and Shiraz Shifji, vice president of research and development, was attended by major shareholders and others.

Sam Tramiel talked about Atari's major markets: 16-bit personal computers, multi-user/multi-tasking computers for professionals, 8-bit home computers, and video games.

At the meeting, Jack Tramiel emphasized the company's intentions to bring some manufacturing into the U.S. He wishes to decrease Atari's dependence on production in the Far East because of rising costs. Atari is also looking at the possibility of getting into the semiconductor business.

The current board of directors--Jack Tramiel, Sam Tramiel, Sam Chin, Leonard Schriber, Gregg Pratt, and Michael Rosenberg--was reelected.

Both hot dogs and caviar was served at the meeting. Jack Tramiel wished to show that while Atari runs a no-frills operation, the company is in good financial health.

## Dealers Speak Out

*The following letter was received last month by Elizabeth Shook, Newsletters Editor. Please continue to keep in touch with Atari support personnel. You can reach Elizabeth at Atari Corporation, 1196 Borregas Avenue, Sunnyvale, CA 94086, (408) 745-2507, or on GENie (Atari).*

Congratulations on publishing two Dealer News in two months. Great. Keep up the excellent start. here are some suggestions and needs.

1. A new dealer price list for parts and exchange items with new or cross-referenced part numbers clearly described.

2. Keep the new product flyers, information, promotions coming quickly as possible.

3. Print highlights of letters you receive so we (the dealers) know the joys and pains and concerns other dealers are experiencing.

4. Announce regional events (Atari training programs, etc.).

Do your utmost to inform your dealers of new products, new items, new support, etc. before the rest of the world (media, users, mail-order houses, competitors, etc.) tell us.

-- G. Gerard  
Derric Electronics  
Hamden, CT

*Editor's Note: The current Parts Price List is available online on the Dealer Service Bulletin Board. For more information, call (408) 745-2466. Parts are listed by number and description, with both purchase and exchange pricing noted.*

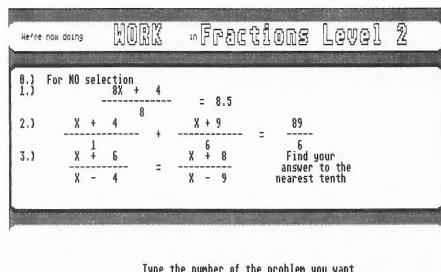
# Full Range of Educational Software

It's time for Atari dealers to start planning for fall! Students and teachers will soon be looking for back-to-school items, and an Atari computer or new software package could be it! The following educational software offers instruction on a variety of topics, for ages ranging from preschool to college.

## Michtron

The first in a series of six progressive instructional tools, Algebra I is from Michtron, a Pontiac, MI software developer. It is a straightforward product designed for anyone with at least a sixth grade mathematics education, even an adult. Options allow the student to save and retrieve work sessions, and to print help sections with problems to make instructional worksheets. A random number generator makes each problem unique. Algebra I includes linear equations and verbal problems. Suggested list \$39.95.

Invasion is an educational game designed to help improve basic typing, spelling, and math skills. Unlike other



*Michtron's Algebra I*

typing tutorials, the vocabulary of the program is not fixed: you can create, add, or modify the content of the game by using the special programming feature. This arcade-like game offers three levels of difficulty. Suggested list \$29.95.

PreSchool KidProgs is a set of three excellent creative programs designed to stimulate a child's development. Kidgrid+ is a drawing program with 192 triangles that the child can fill with one of 12 colors. Kidkeys allows the child to pick

a tune from 20 songs or play music by themselves on a three-octave keyboard. Kidblocks is an onscreen multi-sided block puzzle for the child to unscramble. Visualization and problem-solving abilities will be challenged and encouraged with the rewards of music and special effects when the child completes the different puzzles. Suggested list \$39.95.

ABZoo teaches young children letter recognition and develops their reading and typing abilities in a stimulating fashion. This program uses the child's fascination with animals to build alphabet comprehension and reinforce the child's natural exploration instincts. Suggested retail \$29.95.

## First Byte

First Byte offers the Talking Notebook Series, a collection of educational programs. Mathtalk, for children ages 5-13, improves math skills in addition, subtraction, multiplication and division. The child is able to enter his own math problems and receive individualized graphic and spoken help that is specific to each problem. Suggested list \$49.95.

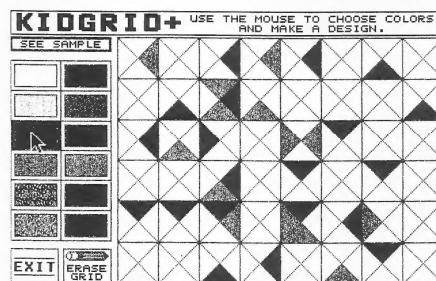
Mathtalk Fractnacts follows Mathtalk with learning how to do fractions, decimals, and percent problems. Suggested list \$49.95.

Kidtalk is a revolutionary talking notebook! Letters, numbers, words, or sentences typed will be spoken back in a male or female voice. Suggested list \$49.95.

Smoothtalker is a software speech product that requires no hardware or attachments. It converts text or numbers entered through the keyboard to spoken speech. Listen to documents being read back to you for proofreading purposes, for critical review, or for fun. Other applications include teaching languages. Suggested list \$49.95.

Speller Bee is for children ages 5-12. It uses First Byte's speech technology to give a spelling bee to test your spelling skill. Grade level lists are stored, and you can enter your own spelling words. Suggested list \$49.95.

First Byte also offers First Shapes and First Letters and Words, for children ages 3-8. These programs featuring the talking Ted E. Bear, to introduce children to geometric shapes and the alphabet, respectively.



*Michtron's PreSchoolKidProgs*

## Antic

Genesis is a 3D molecular modeler from Antic Publishing in San Francisco, CA. This program offers the same type of iconic control panel and intuitive human interface used with Antic's popular Cyber Studio. It allows you to display molecular models on screen, create your own rules for molecular bonding, and animating the resulting chemical reactions. You can display amino acids, hydrocarbons, and sugars; create your own molecules onscreen, and explore x-ray crystallography.

Maps and Legends is Antic's most consistently selling product. It accurately plots earth land masses using one of eleven map perspectives, including: Orthographic, Foucault, Mercator, Flamstead, Cylindrical, and 3D globe. Latitude and longitude is adjustable. Custom overlay functions let you design your own maps, or use the Datamap disks to load predesigned overlays. Available Datamap disks are Rivers and Highways, and Boundaries of the World. Maps and Legends suggested list price \$34.95. Datamaps are \$24.95.

The Navigator is a professional, automated flight planner, which works with Maps and Legends. Teachers and students of navigational theory can discover how the professional navigator

*continued on page 11*

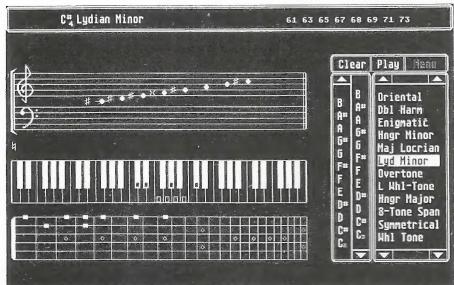
# Available for Atari Computers

*continued from page 10*

plans his flight, compensates for wind direction, establishes waypoints, and calculates time and distances. Suggested list price \$49.95.

## Take Note Music Software

Thinkware of San Francisco, CA distributes Take Note, an ear training program. Take Note provides the means for users to teach themselves to recognize the sound of pitches, intervals, chords, arpeggios, and scales. It includes spelling drills and recognition drills. It also includes program modes for experimentation with these musical forms and learning the positioning of notes on the



*Take Note Software*

grand staff, piano, and guitar. Suggested list price is \$79.95.

## ECS Music Software

Electronic Courseware Systems of Champaign, IL has announced the release of MIDI Jazz Improvisation I, the seventeenth in a series of MIDI instructional programs to help develop performance skills, ear training, and chord analysis recognition. MIDI Jazz Improvisation I allows flexibility of changing keys, presentation speed, and practice with selected tracks. Each exercise is divided into eight separate tracks. Designed for beginning and advanced improvisers, the handbook includes step-by-step instructions to introduce II-V-I progressions, slow blues in B flat, medium blues in F, fast blues in C, minor blues, and a sample tune.

Other titles from ECS are : the eight

titles of the Beginner Series: Keyboard Note Drill, Keyboard Blues, Super Challenger, Keyboard Kapers, Early Music Skills, Musical Stairs, Keyboard Name-game, and Keyboard Tutor. The Intermediate Series: Keyboard Jazz Harmonizer, Keyboard Chords, Keyboard Intervals, Keyboard Fingerings, Keyboard Arpeggios, Keyboard Speed Reading, Keboard Extended Jazz Harmonies, and Functional Harmony: Basic Chords. Suggested list price for each is \$39.95.

## Unicorn

Unicorn Software offers a number of educational games with animated graphics that can make learning fun for children. Math Wizard is for ages 5-13. It features multiple operations and difficulty levels, a timer option for speed math, and word problems with hints and explanations. Fraction Action, for ages 8 and up, is an arcade-style game designed to teach addition, subtraction, multiplication and division of fractions. Decimal Dungeon is for ages 9 and up. Trapped inside the crystal caverns, the player must answer math problems correctly to escape. Incorrect answers are given full-screen explanations. This game offers multiple operations with decimals, including conversions to fractions and percents.

The Logic Master, for Grade 5 through high school levels, aims to develop critical high-level thinking skills through the introduction of a broad variety of analogy and number series activities. Through a fantasy role-playing game, the player must solve both verbal and mathematical logic problems.

The Word Master is a vocabulary builder for children in grades 3 - 8. It contains four activities designed to build essential word power skills, including a vocabulary test, review, vocabulary challenge (match words with their meanings), and a maze game designed to build comprehension skills.

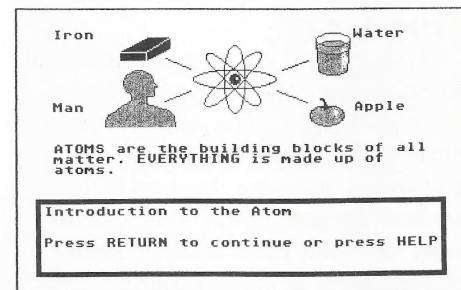
Unicorn software also offers Kinderama, early learning games for children in preschool through age 6; Read-a-Rama, for ages 5-8 just beginning to

learn to read and spell; All About America, illustrated stories for ages 6-11 from American history followed by reading comprehension and vocabulary questions; and a series of language arts software using animated stories to teach reading comprehension, vocabulary, and other language skills. All Unicorn software has a suggested list of \$39.95, 49.95, or 59.95.

## Arrakis Series

Atari's Arrakis Advantage Scholastic Series uses interactive graphics to help students gain a solid understanding of a variety of subjects. Each program was developed by both educators and software specialists to complement and enhance a school curriculum. Subjects are presented in common-sense language and allow the student to interrupt at any time to ask questions, review concepts, or test programs.

Volume 1 of the Biology module for Grades 10-11 studies the respiratory system; Volume 2 introduces the digestive system and nutrition; Volume 3 covers human reproduction and development; and Volume 4 studies the circulatory system and the heart. The Chemistry volumes study the atom and the periodic table. Physics investigates motion, the teachings of Sir Isaac New-



*Arrakis Advantage Chemistry*

ton; light and the nature of waves. Statistics, for Grades 9-10, introduces statistical analysis, including simple probability and regression analysis.

Volume 1 of Algebra I, for Grades 6-7, teaches sets and notation; Volume

*continued on page 12*

# More Educational Software

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2 explores number systems, including fractions and irrational numbers. Geometry teaches basic geometrical notation; and introduces plane and space geometry. Algebra II covers equations, formulas, and linear relations. Algebra III teaches polynomials. Trigonometry, for Grades 11-12, includes trigonometric functions, periodic functions, and the laws of sines and cosines.

## Atari

Atari Planetarium is the latest entrant in Atari's Scholastic Series for Mega and ST computers. This package gives you a planetarium-style model of the universe in your own home. For use by students or amateur astronomers, Atari Planetarium shows the regular cyclic positions of the major objects of our solar system. It also displays the locations of more than 3,500 stars, all 88 constellations, more than 300 deep-sky objects, the 12 signs of the zodiac, and the path of Halley's comet during its 1985-1986 appearance. And a cosmic time clock lets you view celestial events as they unfold, 10,000 years into the past or the future. Suggested list price \$39.95. Atari Planetarium is also available the Atari's 8-bit computers.

## True Basic

True Basic of Hanover, NH offers the Kemeny/Kurtz Math Series of stand-alone math application products. These menu-driven products are completely interactive, and were designed to let students explore the fundamental concepts of mathematics without getting bogged down in the mechanics. There are no question-and-answer sections, but rather students are prompted to enter

their own function to solve or graph equations. Graphing is stressed as a method of fostering conceptual understanding which make these products excellent teaching and learning tools.

Developed by John Kemeny and Tom Kurtz, professors of mathematics at Dartmouth College and the original authors of the BASIC programming language, these products are used by hundreds of school and universities in the U.S. and abroad. Packages are offered in arithmetic, algebra I and II, trigonometry, pre-calculus, calculus, multivariate calculus, discrete math, probability, and statistics. Suggested list price \$49.95 each.

## Lionheart

Lionheart Press of Alburg, VT offers a comprehensive line of numerical analysis programs for university-level study of business or the sciences. Each program includes useful statistics tools as well as tutorials.

Experimental Statistics is a general purpose statistics package covering distributions and sampling, statistical inference, regression analysis, the design of experiments and the analysis of variance. The full-size book describes the background and usage of statistics in addition to program instructions covering specific details of the sixty programs included with the package.

Forecasting and Time-Series covers the structure and analysis of time-series and all major forecasting techniques. A set of time-series and examples are provided, including stock and bond prices, a utilities index, and multiple time-series. Sales and Market Forecasting builds on this material and shows how to apply forecasting techniques to business problems, especially to sales and

market forecasting. Sources of information about business data are provided, as is an extensive data base of about fifty yearly and monthly time-series obtained from U.S. Department of Commerce publications.

These Lionheart programs are listed at a suggested price of \$145. Over thirty additional titles of statistical and management software are available.

## Stone & Associates

Stone & Associates, in La Jolla, CA, publishes a full line of educational software for personal computers. My Letters, Numbers and Words, for ages 2-6, offers graphic displays, playful animation, and sound to tickle young children into learning their ABCs, the number 1-10, and early word concepts. Kid's Stuff reinforces letter, counting, and vocabulary skills introduced in My Letters, Numbers and Words.

Memory Master is also designed for ages 2-6. This collection of four games sharpens pattern and shape recognition, develops visual memory skills, and expands vocabulary. Easy-to-use pictorial menu puts the child in control and randomly generated screens fascinate players. 1st Math, for ages 5-8, offers animated graphic displays, bright colors, and sound features to lead children through the basic concepts of addition and subtraction. Activities can be varied to stress equations, odd/even numbers, and numerical sequences.

## Computer Keyes

Computer Keyes, of Woodway, WA, has introduced Animals, a program for young children that uses color, animation, sound effects and music to teach basic learning skills.

Animals retails for \$34.95.

### EDITOR: ELIZABETH SHOOK

Please send comments, including promotional ideas, best-selling software lists, and other items of interest to: Elizabeth Shook, Newsletter Editor, Atari Computer, 1196 Borregas Avenue, Sunnyvale, CA 94086. (408) 745-2507. GEnie: Atari.

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